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The Bonnewitz Wholesale Gardens

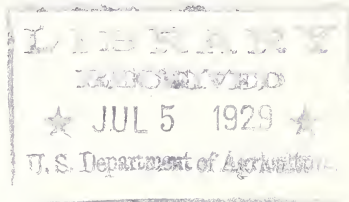
116
VAN WERT, OHIO

Peonies---Irises---Oriental Poppies

March 17, 1927

To All Growers and Dealers

Interested in Stocking One
of the World's Best Irises:



The fact that Mother of Pearl was included in the list of recommended Irises selected by the Commercial Peony and Iris Growers' Association at the recent Chicago meeting, justifies our belief that it is the best dollar value in the retail Iris field today.

Its beautiful iridescent color, perfect form and good growing habit, linked with the national advertising it has received, is creating a popularity which this Iris justly deserves. Note the illustration in colors on next page.

We feel that this early spring offer gives exceptional value, and presents to every grower and dealer an opportunity to invest in an Iris of established popularity. This assures quick, satisfactory returns. We will be glad to share with any purchaser all our cuts, circulars or other advertising that they may foster interest in this fine Iris.

Our Wholesale Department is established to be a "real service" to the small grower or dealer who wishes to establish a source of supply for the best Peonies, Irises and Oriental Poppies. We promise prompt, efficient, courteous service.

We would appreciate an opportunity to quote on your want list throughout the coming season.

THE BONNEWITZ WHOLESALE GARDENS,

Lee R. Bonnewitz

Proprietor.





MOTHER OF PEARL (STURTEVANT)

ORIENTAL POPPIES



Lee R. Bonnewitz

Van Wert, Ohio

THREE YEARS ago, as a result of my enthusiasm for the beauty of Dr. Neeley's wonderful Oriental Poppy Lula A. Neeley, I sent out my first list of Oriental Poppies. On the advice of Dr. Neeley, who at that time had over forty varieties, some of which had been growing for over twenty years in his garden, I decided to propagate Poppies of the highest merit only. My list was naturally headed with Lula A. Neeley, but it contained Trilby, Wurtemburgia, Masterpiece and Proserpine. In addition to these varieties I am growing Lord Lambourne, King George, Gerald Perry, Jeannie Mawson, Cavalier, Silver Queen, and Flanders. Every one of these additional varieties has merit, but it is doubtful if any one of them will ever attain the great popularity now enjoyed by that splendid dark red Oriental Poppy, Lula A. Neeley. I am very anxious to be able to offer Perry's White, but I have found it extremely difficult to grow, and although I am importing it again direct from Mr. Perry in England, I fear I shall not be able to offer it for several years.

Poppy enthusiasts will be interested in knowing that R. V. Ashley, of Battle Creek, Michigan, has developed a new Poppy of true Oriental red coloring, which has a splendid cup shape and excellent substance *and is entirely without any black at the center.* Both Doctor Neeley and I believe that there will be a future for this novelty when Mr. Ashley has enough of it propagated to place it upon the market.

Dr. Neeley has succeeded in originating a lavender Oriental Poppy which is very interesting, and which I may offer to my customers next year. He has also secured a beautiful pink seedling which we both believe to be superior to Mrs. Perry, but we have decided that we shall wish to see it growing for the next two seasons before proclaiming that fact to the world. I am offering the following varieties this year:



Lula A. Neeley

The most beautiful dark red Oriental Poppy in the world. Perfect habit, color and form. It has entirely lost all trace of the objectionable brick color so evident in nearly all Oriental Poppies. On account of its great scarcity three years ago, I sold it at \$25.00, and I have not had a single word of complaint from any of my customers who paid that extremely high price for it. Two years ago it had increased sufficiently in quantity so that I could afford to sell it at \$10.00, and every purchaser seems to have been satisfied with the value he received. This year, however, because of its continued increase, I am offering at \$5.00, a one-year-old plant which should throw a single bloom stalk next year, and should increase to several bloom stalks the following year. \$5.00



Wurtemburgia

Previous to the advent of Lula A. Neeley, we considered this both the darkest and best of the Oriental Poppies. Although it is larger than Lula A. Neeley, its carriage is not as good as that of the newer variety, but its extreme size makes it desirable. It is a good grower, but in the number of plants it does not increase rapidly, and so it has maintained the present price for the last three years \$5.00

Trilby

This variety has a very beautiful dark red color and approaches Lula A. Neeley in quality and exceeds it in size. Three years ago we sold it at \$10.00 a root, but it is not a vigorous grower and does not increase rapidly, and we are sorry not to be

able to offer it at a lower price than in former years. However, we believe that our customers would be foolish to pay us \$10.00 for it when they can secure plants of Lula A. Neeley for that amount of money. Regardless of price, we believe that Lula A. Neeley is much the better Poppy of the two \$10.00

King George

This is a new variety, a novelty, with lacinated petals. The color is red of darker shade than I have ever seen in any other variety with lacinations. I have very few plants of it for sale this year, but I am sure that enthusiastic lovers of Poppies will be glad to add it to their collections. The lacinations in the petals may not be evident until the second blooming season \$3.00

Lord Lambourne

This Poppy, like the preceding one, has lacinated petals but the oriental red color is not quite so dark. Poppies, like Peonies, do not always give typical blooms the first season and purchasers of lacinated varieties should not be disappointed if they do not have typical flowers on young plants. I am sorry that I have not a large stock of plants to offer this season \$2.50

Flanders

This is an excellent Oriental Poppy, better in color than either King George or Lord Lambourne, of splendid size, good substance, and excellent carriage. Although it is not as dark as Lula A. Neeley, yet its quality and beauty are so outstanding that I do not hesitate to recommend it. I am glad I can offer a few one-year-old, field grown plants of it, but on this variety I shall not be able to supply the demand, and so customers who order late in the season may expect to receive word that every available plant has been sold. . . . \$2.00

Proserpine

This is the best of the original type of Oriental Poppies. The color is very bright red and the form, habit and height are all good. The red is so intense that this variety should be planted in some corner of the garden where its vividness will not detract from the more delicate and refined colors found in Peonies, Irises, and other garden flowers. . . . \$1.00

Masterpiece

This is a pink Oriental Poppy, and some of my friends think it has great beauty, while others tell me that the pink in it is muddy, and that I should not offer it at all. It is not as true a pink as the variety Mrs. Perry, which I cannot offer this year, but it is better than any other named pink Oriental Poppy with which I am acquainted. It has a black center and the petals have the effect of silk crepe, and as a novelty I believe that it has a place in the garden. My customers should not, however, expect it to be a true pink, for there is a lilac tone in its color. . . . \$1.00

TERMS—CASH WITH ORDER

Make Remittance Payable to

LEE R. BONNEWITZ
VAN WERT, OHIO

Complete Planting Instructions Will Accompany All Shipments, Which Will be Forwarded by Parcel Post. Prepaid and Insured.

Double Value For Your Money

Profit for you—

Satisfaction for your customers—

are the results of spring planting

THIS is your opportunity to obtain, for spring planting, roots, with increase attached, of Mother of Pearl, the beautiful Iris here pictured.

We furnish strong, healthy roots, ready to throw good increase and provide stock for early fall sales.

Your customers want Irises that will make their gardens more beautiful and attractive, and these large, healthy roots will delight Iris lovers, and will produce a wealth of colorful bloom that will insure additional orders.

Planted in your own garden, the increase attached to each root will be in splendid condition for early fall sales this year, and this increase counts as your profit.

Mother of Pearl is a real gem of beauty, an aristocrat among Irises. Its splendid iridescent color, its perfect form, its vigorous growth and wonderful substance have won for its recognition as one of the world's best Irises. This variety is included in every Iris collection of merit in the United States, and should be in your Iris section, and in all of your customers' gardens.

Description

Standards and falls pale bluish lavender, with a faint creamy undertone. Large flowers of perfect form and exceptional substance. The creamy undertone of this exceptional substance often assumes the luster and iridescence which we see in the beautiful lining of many sea shells which produce mother of pearl. The plant is tall, a vigorous grower and a profuse bloomer.

Prices

The prices quoted are for strong, healthy roots with increase attached. The picture on the inside page gives you a good idea of the size roots we furnish.

5 roots at 75c each
10 roots at 70c each
25 roots at 60c each
50 roots at 55c each
100 roots at 50c each

Mother of Pearl is a nationally advertised Iris. This early spring offer gives you an opportunity to stock the variety for early fall sales and realize on its present popularity. Note our advertising suggestions on the inside page.



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A Profit-Sharing Root of Mother of Pearl

from our garden
photographed this spring



Note the increase on this root. The roots of Mother of Pearl you receive from us this spring will be as good or better than the one illustrated above. The side shoots will be of salable size in early fall, this year.

SPRING PLANTING

We have found by experience that spring planting produces excellent results, and this year we recommend spring planting more strongly than ever before because of the very favorable reports we are receiving from customers who planted Mother of Pearl in the spring of 1926.

OUR GUARANTEE

We guarantee an established planting. We will be glad to replace in early August any plants that you receive in these early spring shipments that fail to grow.

TERMS

Shipment

These roots are offered for immediate shipment and will be forwarded by express, transportation charges collect. Where parcel post shipment is preferred, the actual transportation and insurance charges will be added to our invoice.

Payment

In quantities of 20 or under cash with order. In quantities of 25 and over, net sixty days to all persons furnishing good credit references.

Make all remittances payable to The Bonnewitz Wholesale Gardens.

These roots of Mother of Pearl planted in your garden now will make a splendid lot of roots for your 1927 business.



A clump of Iris, Mother of Pearl, showing its sturdy growth and fine blooming habit. We recommend this as the best Iris investment of the year.

Our Service To Growers

A Suggestion for Your Catalog

As a feature of our service plan we are glad to share our advertising circulars and cuts with anyone interested in promoting sales of Mother of Pearl. We will furnish a set of electros for printing an illustration of Mother of Pearl in color, just as it is pictured in this circular, at actual cost, which will be about \$20.00 to \$25.00, depending upon the necessary transportation charges, or we will supply single page inserts of this Iris in color, with your name imprinted, at \$8.50 a thousand.

Supply of Roots

We found from our experience in the wholesale Iris business last season that growers need a source of supply where they can obtain the highest grade of stock at prices that will allow them a fair profit. Therefore, last fall we made large plantings of Irises on our new farm on the Lincoln Highway, about five miles west of Van Wert, so that this year we would be prepared to meet the demands of growers who purchase roots for resale, or of those who grow flowers for commercial purposes.

If you need Irises other than Mother of Pearl for spring planting, and will mail us your want list, we will be glad to make quotations on all varieties on which we can make spring delivery.

Our Wholesale List of Irises for July and August shipment will be ready for mailing in May, and we are offering in it Irises for which there is a large demand, and those which we recommend for every Iris garden.

Our Aim

To furnish good, healthy stock that will give satisfactory results in the purchaser's garden. Prompt, efficient, courteous service always.

Read What the Following Authorities on Irises Say About Mother of Pearl:

Mr. E. B. Williamson, originator of Lent A. Williamson, America's highest rated Iris, says, "Mother of Pearl. I consider is an almost perfect Iris."

The Quality Gardens, who issue a splendid Iris catalog, say, "This is the most aptly named Iris that we know. It is a self-color with all of the soft iridescent colors of mother of pearl."

Mr. A. E. Kunderd, the nationally known *Gladiolus* specialist, says, "Truly, a remarkable variety. No doubt one of the best six Irises in existence."

Mr. Frank W. Campbell, an expert Iris judge and critic, says, "Mother of Pearl is of the very highest quality in every way."

It is easy to visualize the profit-sharing principle of this offer.

Make an early planting now—sell the increase in early fall.

A Recommended List of Irises and Peonies for Your Catalog

There has been a growing interest among dealers and catalog houses in the better Irises and Peonies, and to meet their desire to grow and list some of the good standard varieties that can be depended upon to give satisfaction, the Commercial Growers' Association in their first meeting at Chicago, selected the following list and the Associated Growers recommend them to everyone interested in adding worthwhile Irises and Peonies to their offers. We do not have a large planting of all the varieties, but we are preparing to meet the demand which is sure to follow a wider distribution of these varieties. We do have a splendid healthy stock of Iris Mother of Pearl and do not hesitate to recommend it for a place in any Iris list.

Irises

Afterglow	Isoline	Princess Beatrice
Alcazar	Jacqueline	Queen Caterina
Ambassadeur	Korih	Quaker Lady
Ann Page	Lent A. Williamson	Rhein Nix
Aphrodite	Leonata	Rose Unique
Archeveque	Lohengrin	Seminole
Asia	Magnifica	Sherwin Wright
Bluet	Medrano	Sou. de Mme
B. Y. Morrison	Midwest	Gaudichan
Cardinal	Mildred Presby	Sunset
Cecile Minturn	Mlle Schwartz	Susan Bliss
Cluny	Morning Splendor	Sweet Lavender
Dominion	Mother of Pearl	Valencia
Dream	Mount Royal	Valkyrie
Fatty	Mrs. Alan Gray	Virginia Moore
Georgia	Opera	White Knight
Germaine Perchuis	Pallida Dalmatica	White Queen
Gold Imperial	Pocahontas	Yellow Hammer

Peonies

Adolph Rousseau	Kelway's Glorious	President Wilson
Albert Crousse	Lady Alexandra Duff	Red Bird
Ball O' Cotton	La France	Reine Hortense
Baroness Schroeder	Laura Dessert	Richard Carvel
Charles McKellip	Le Cygne	Rose Shaylor
Cherry Hill	Marie Lemoine	Sarah Bernhardi
E. C. Shaw	Lillian Gumm	Solange
Edulis Superba	Mary Brand	Sou. de Louis Bigot
Festiva Maxima	Mme. Emile Lemoine	Therese
H. F. Reddick	M. Jules Elie	Tokio
Frances Willard	M. Martin Calutzac	Tamatoko
Fuyajo	Philippe Rivoeire	Walter Faxon
Judge Berry	Mrs. Shaylor Force	William F. Turner
Karl Rosenfield	Phyllis Kelway	

